

STRAIGHT *from* SHEAFFER'S

Volume 3, No. 1

FORT MADISON, IOWA — MALTON, ONTARIO

February, 1949

DEALERS ACCLAIM NEW TOUCHDOWN PEN

LIFE REPLICA LAUNCHES PROMOTION

The initial announcement of the TOUCHDOWN pen to every Sheaffer dealer was made in early February in a replica edition of Life Magazine. Hardly distinguishable from the real magazine, it described in Life editorial style the background and development of the new pen, how it operates, its features and advantages, dealer response, and promotional and display plans.

So that you will have the opportunity for clearing your shelves and cases of any pen stocks remaining from last year, no national advertising on the TOUCHDOWN pen will be placed before July of this year. This is in line with Sheaffer's long standing policy to do nothing to obsolete any Sheaffer merchandise in your stock. Utilizing the forces of both national magazines and newspapers, a coordinated and power-

(Continued on page 7, column 3)

BULLETIN

Contest judges have just announced the grand prize winners in Sheaffer's "Build Your Future" Contest. Our congratulations go to the following, each of whom merited one of the \$2,000 awards by virtue of his sales effort and sales presentation. Winners have already been notified and prize checks presented by our representatives. Look for pictures and further details in next month's issue of "Straight from Sheaffer's."

GRAND PRIZE WINNERS

Mrs. Willie Kate Chancy, Mercantile Paper Company, Montgomery, Alabama.

Mr. C. V. Cummins, Cummins Drug Store, Chrisman, Illinois.

Mr. G. F. Geyer, Tindall Drug, Shamrock, Texas.

Mrs. Palma Halvorson, M. A. Halvorson's Jewelry Palace, Hettinger, North Dakota.

Mr. Fred L. Hoyt, S. G. Adams Company, St. Louis, Missouri.

Mr. L. P. Johnson, Jr., New Mexico School Supply Co., Albuquerque, New Mexico.

Mr. Clarence E. Jones, Omaha Printing Company, Omaha, Nebraska.

Miss Maurine Kilgore, Ted's Pen Shop, Omaha, Nebraska.

Mr. E. J. Loer, L. M. Morris Company, Modesto, California.

Mrs. Virginia McCoy, Kistler Stationery Company, Denver, Colorado.

Mr. Paul H. Miller, Weiler's Drug Store, Paris, Illinois.

Miss Martha E. Moline, Slayton Drug, Slayton, Minnesota.

Miss Florence Newton, University of Toronto Bookstore, Toronto, Ontario, Canada.

Mr. Calvin Poole, Vine's Pen and Card Shop, Seattle, Washington.

Mr. Merlyn Raikes, Timberlake's Gift Shop, Logansport, Indiana.

Mr. Wallace J. Wilcox, S. E. Needham Jewelry, Logan, Utah.

HAILED AS THE EASIEST PEN IN THE WORLD TO FILL

In its program to provide you with the finest possible writing instruments, the W. A. Sheaffer Pen Company recently introduced its TOUCHDOWN pen, incorporating an entirely new filling device and available in its White Dot line. Your acceptance of the TOUCHDOWN was immediate and your response unanimous. You declared the TOUCHDOWN the "easiest pen in the world to fill." Further acclaimed as a new milestone in pen history, and another Sheaffer "first," the Touchdown pen offers you and your customers the finest in simplified, trouble-free pen operation.

Since the conception of the pen with a self-contained fluid supply, the aim of the pen industry has been to perfect and market a pen with a filling device assuring its users of the greatest possible ease of operation and designed and constructed so as to contain a maximum amount of writing fluid and to eliminate the causes for repair and failure. Countless numbers of pens have been patented and marketed, but few have lived up to these expectations.

Development engineers of the W. A. Sheaffer Pen Co., leaders in the

search for improvements, have now created and perfected a new filling mechanism, appropriately named the TOUCHDOWN. Beautifully simple in design, it utilizes an improved rubber sac and operates on a pneumatic principle. The device insures capacity filling and, of greatest interest to you, affords easy, safe, one-stroke operation. Further, the interchangeability of points permits you to provide each customer with a pen in the color and with the point style to meet exactly his writing requirements regardless of the size of your pen stock.

Acclaimed in advance showings and endorsed by pen buyers and users across the nation, the TOUCHDOWN constitutes the greatest advance in pen development since the Lever-Fill was introduced by W. A. Sheaffer in 1908.

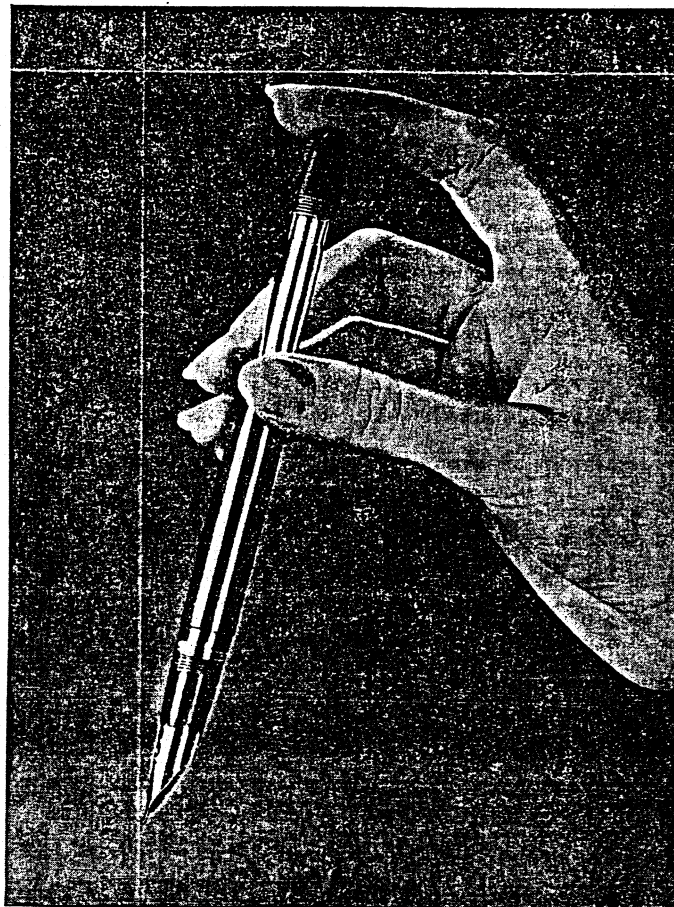
Ready Now

We want you to have your supply of TOUCHDOWN pens on hand as quickly as possible. To accomplish this, our plant facilities have been concentrated since mid-December on producing the new pens. With few exceptions, we will be able to fill your orders for White Dot pens with the TOUCHDOWN filler within a few weeks.

The TOUCHDOWN pen is available in all colors in the White Dot line, including pens from the States-

(Continued on page 7, column 4)

ONE LIGHT DOWN-STROKE FILLS NEW PEN



TOUCHDOWN—The easiest pen in the world to fill. One light down stroke completely empties, cleans and fills the pen within a few seconds.

BE SURE TO SEE IT!

If you haven't yet received your copy of the Life booklet, drop us a line and we'll be happy to send you another. Be sure to see it.

STRAIGHT
from SHEAFFER'S

Vol. 3 February, 1949 No. 1

Published by the
W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
Fort Madison, Iowa, U. S. A.
Malton, Ontario, Canada.

Branch Factories
Mt. Pleasant, Iowa, and Quincy, Illinois.

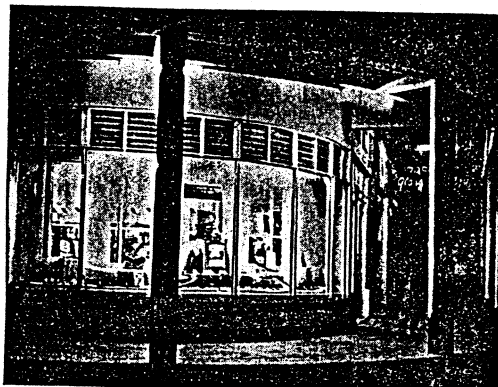
Sales Offices,
New York and San Francisco.
Export Division, Fort Madison, Iowa

Published monthly in the interest of
Sheaffer dealers everywhere.

All correspondence and material for this
paper should be addressed to: Editor,
STRAIGHT FROM SHEAFFER'S, W. A.
Sheaffer Pen Company, Fort Madison,
Iowa.

Printed in U. S. A.

PHILIPPINE'S AGENT REBUILDS STORE



From the city of Cebu, center of trade in the Southern Islands of the Philippines, comes these pictures of the beautiful new store of one of our dealers, La Estrella del Sur, who is

also the official Sheaffer pen repair station in that area. Destroyed during the war, the business district of the city is gradually being rebuilt, most of the stores being constructed

along these same modern lines. Sheaffer's writing instruments are popular there as elsewhere in the world, as evidenced by this attractive and unusual window display.

Schools Dismissed for Dealer's Birthday

The school children of Branchville, South Carolina, each year look forward to February 22, not only because it is the anniversary of our first president, but because it is also the birthday of Thomas L. Pearlstine, local pharmacist and Sheaffer dealer, who owns and operates the Sunset Pharmacy.

Invites Students

Every year, Mr. Pearlstine, better known as "Uncle Tom," has the time of his life at his own birthday party. To help him celebrate, he invites all of Branchville's school children and their teachers to stop in at the store. It's a big event and classes are dismissed so everyone can attend. Actually, it's sort of a birthday in reverse for him, for he greets and presents each child individually with a gift, usually a bag of fruit or candy. His gift, though, is the pleasure and satisfaction gained from the knowledge that he is making others happy.

This year, as one of his gifts, "Uncle Tom" is including FINELINE pens imprinted with his store name. We agree with him that a FINELINE pen will be a most welcome gift and one by which he'll be remembered not only on his birthday, but each day of the year.

We join all of "Uncle Tom" Pearlstine's friends in Branchville in wishing him a Happy Birthday.

Red Ball Points Fine for Correcting Papers

Mr. Wegner, proprietor of the Wegner Office Supply Company, Fond du Lac, Wisconsin, is doing a thriving business on FINELINE Ball Points equipped with red writing units, by merely suggesting to school teachers that they are especially suitable for correcting and grading papers and for similar school work. A brief demonstration usually clinches the sale, and a satisfied user spreads the word quickly to his fellow teachers.

One of his customers, Mr. A.

Kansas Dealer Uses Direct Mail Promotion

Word has reached us of an unusual THREESOME promotion successfully used by Mr. Ralph Haskins of the Haskins Pharmacy, Harper, Kansas.

Uses Sales Letter

Mr. Haskins sent a sales letter telling THREESOME story to several hundred of his customers. With each letter he enclosed a numbered instruction booklet, and offered a THREESOME to the holder of the lucky number determined at a drawing held several months later. In order to qualify, the recipient of the letter was required to register his name and number at the store before the drawing. The THREESOME was given a prominent position in his window and display cards called attention to the offer and to renew interest in other Sheaffer merchandise on display.

Phones Winners Names

After the drawing, Mr. Haskins telephoned all who had registered, informing them who won the THREESOME and inquiring about their interest in a THREESOME for themselves.

Mr. Haskins reported that his promotion not only resulted in many immediate sales but created considerable interest in Sheaffer writing instruments which will bear fruit in subsequent months.

A. Wipperman, Superintendent of Schools at nearby Markeson, informs us that Mr. Wegner's suggestion has constituted one of the greatest contributions toward making his teachers' work easier that he can recall in 30 years of experience in his field. He adds that he personally uses the FINELINE Ball Point for cutting stencils and that it is especially fine for Ditto machine work.

Sales Training Classes Already In Progress

It is increasingly evident that we are now entering a period in which the buyer, your customer, will be more discerning of his purchases, will expect more in the way of service, and will spend his dollars where he will obtain the greatest value.

You are already aware of the importance of adequate demonstration in the sale of a pen. Customers are going to demand even more in the way of salesmanship from your sales people. A sale can easily be lost because of the wrong word uttered at the point of sale, lack of the proper attitude on the part of your sales people, or lack of familiarity with the product being sold.

Sheaffer's sales training school has been designed to meet and conquer problems such as these. Three full days are devoted to selling, display,

merchandising, customer relations and service. Instructors are factory trained experts, thoroughly familiar with the practical, as well as academic, phase of selling. The material is interestingly presented by movies, slides and lectures.

Our 1949 classes are already in progress. The next class begins Monday, February 28 and will be held every two weeks thereafter. Remember, we pay all your expenses while you are here; your only cost is transportation to and from Fort Madison. This cost will be returned many times over by the increased sales which will result from Sheaffer training. So that we can make all the necessary arrangements, let us know at least three weeks in advance of the class you'd like to attend.

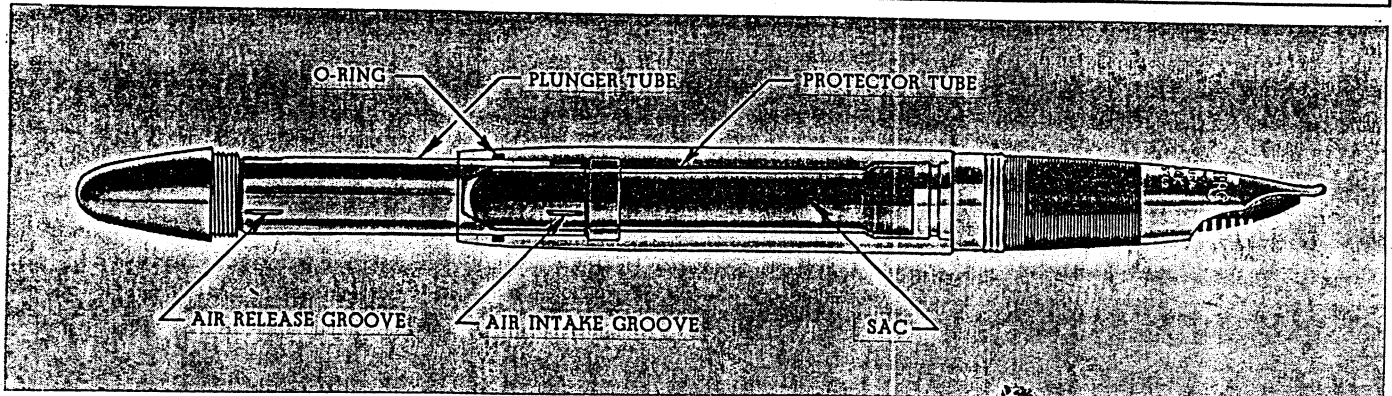
Plan to come or send your sales people to us during the year. We guarantee it will be well worth your while.

BOOK STORE FEATURES SHEAFFER'S



Here's an unusual treatment given one of the windows of the Watkins Book Store of Winston-Salem, North Carolina, which features items from practically the entire Sheaffer line. An excellent job was done in dressing this window, which because of its height, makes the display of pens difficult.

HERE'S HOW THE TOUCHDOWN OPERATES



AND HERE'S WHAT THEY'RE SAYING ABOUT IT

From the very beginning, when we first demonstrated the TOUCHDOWN pen to a number of our dealers, their response led us to believe that we had something good—a pen that would answer a great many of the problems besetting pen departments.

Since then, our representatives have shown the TOUCHDOWN pen on every call, and your reaction has been overwhelming. So impressed have they been with the features of the new TOUCHDOWN pen, that pen buyers and dealers across the nation have written us expressing their enthusiasm in no uncertain terms.

To say the least, your comments have been gratifying. Our belief has been confirmed. It is with pardonable pride, therefore, that we lay aside our cloak of conservatism long enough to reproduce parts of some of these letters of endorsement so that you might read the opinions of merchandising experts in your own field.

Grand & Toy, Ltd, Toronto, Canada,
P. F. Grand, President:

"We are very enthusiastic about Sheaffer's new Touchdown filling device. In our opinion it should do great things for fountain pen sales through all of Canada."

C. D. Peacock, Chicago, Illinois, H. F. Noelle:

"Peacock's customers have been led to expect perfection in any item they buy from us. For this reason we are happy to see the new Sheaffer Touchdown and will recommend it with complete confidence."

Ivan Allen-Marshall Co., Atlanta, Georgia, Ivan Allen, President:

"Sheaffer's has produced a 'pen of tomorrow' in the Touchdown. The many advantages offered make it the top pen on the market for both the retailer and consumer."

Peoples Drug Stores, Washington, D. C., Walter H. Hawes:

"It has been our hope that eventually a fountain pen would be made which would be so easy to fill that even a child would understand its operation. We believe that the new Sheaffer Touchdown pen is just what the doctor ordered for Chain Drug Store Pen Departments."

Le Roy's Jewelers, Los Angeles, California, Robert Williams:

"We are naturally pleased to see Sheaffer's new Touchdown filler. Having built our business on customer satisfaction, we feel that this improvement will satisfy a long felt need for our Pen Department."

Neiman-Marcus, Dallas, Texas, H. Nicholas Parker, Merchandise Manager:

"Difficult filling mechanisms have always been our largest problem in maintaining pen department customer good will. Sheaffer's new 'Touchdown' filling device is certainly revolutionary and can definitely be recommended to our customers."

Foster's Pen Shop, New York, N. Y., Harry E. North:

"It has been our hope that eventually a fountain pen would be manufactured with a simplified and positive filling action such as we find in the new Sheaffer Touchdown. I am sure that millions of pen users will be happier with this new Sheaffer simplified Touchdown filling device than ever before."

Crowley, Milner & Company, Detroit, Michigan, Jay D. Runkle, Vice-President and General Manager:

"I have had the opportunity of previewing the new Touchdown and feel that it is a major improvement. In addition to the improved filling device the interchangeability of the point unit will be of particular interest to merchants as well as to customers. Sheaffer really has something. Department Stores will find it very salable and profitable."

The Burrows Brothers Co., Inc., Cleveland, Ohio, Howard B. Klein, President and General Manager:

"The new Touchdown feature represents a revolutionary and needed departure from standard pen merchandising. Interchangeability of points is bound to help

When you see and try the TOUCHDOWN pen, you'll no doubt be amazed at the ease with which the pen fills. Such an effortless touch is required, you'll perhaps even question that the pen is filling at all, let alone to capacity. The secret of its smooth operation is the principle and construction of the TOUCHDOWN filler.

Sheaffer uses an improved rubber sac to hold the writing fluid in the same manner as in our Lever-Fil pens, but collapsing it pneumatically adds greatly to the amount of fluid it can draw up.

The pen barrel actually consists of two telescopic parts, one of which is withdrawn much as a plunger. When the end section is pulled out to full length, air enters the elongated chamber through several intake grooves. On the downstroke, which is the filling stroke,

the air within the chambers does not escape but is compressed. This pressure completely deflates the rubber sac. The metal protector tube covering the sac supports the sac so that it deflates lengthwise when air pressure is applied. At the end of the downstroke, the built up air pressure is allowed to escape through a second series of grooves. As the pressure equalizes, the rubber sac is again allowed to inflate, drawing in writing fluid virtually to 100% capacity.

Actually, all this happens in a matter of seconds. It is not necessary to pump the TOUCHDOWN, since each time the plunger is operated, the pen is completely emptied and completely filled. There is no advantage gained in filling by repeating the process more than once, although, occasionally, it is desirable to flush a pen in water by pumping the plunger several times.

us in turning over pen stock. I think it is the greatest filling device I have seen and it is bound to speed up counter selling and servicing."

Buffon's, Long Beach, California, V. G. Young, Sales Promotion Manager:

"The fact that you folks at Sheaffer have introduced an entirely new concept in the pen industry leads us to believe that we can do a real job. Not only the fact that the pen is filled with ease and holds sufficient ink, but we are particularly pleased to know that we will never lose sales because we are out of a particular color."

Beck-Planet Pen Shop, Kansas City, Missouri, T. L. Edgar:

"Our clerks were very impressed by the ease with which it filled, and the amount of ink it holds."

Smith Brothers, Oakland, California, Ernest de Mello, Vice-President and Assistant to General Manager:

"It is one of the most outstanding developments in the pen business that we have seen by a manufacturer of any pen. This new improvement will revolutionize the pen business throughout the country. It is

Touchdown Attains Long Sought Goal

You, our dealers, have long voiced your opinion of the ideal pen. You want a pen which is easy to sell. To be easy to sell, a pen must be sufficiently simple in construction so that you and your sales people can understand exactly how it operates and can in turn adequately explain its operation to a customer. It must be safe and easy to fill, simple to repair, have long life expectancy, and an interchangeable point or point assembly.

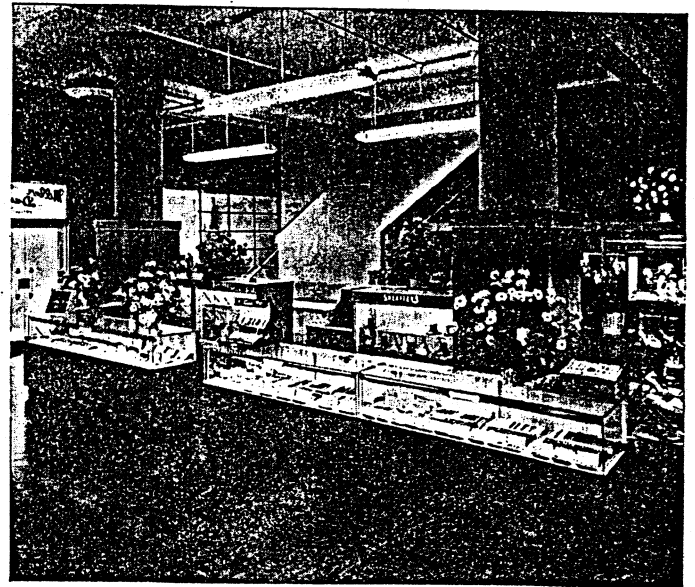
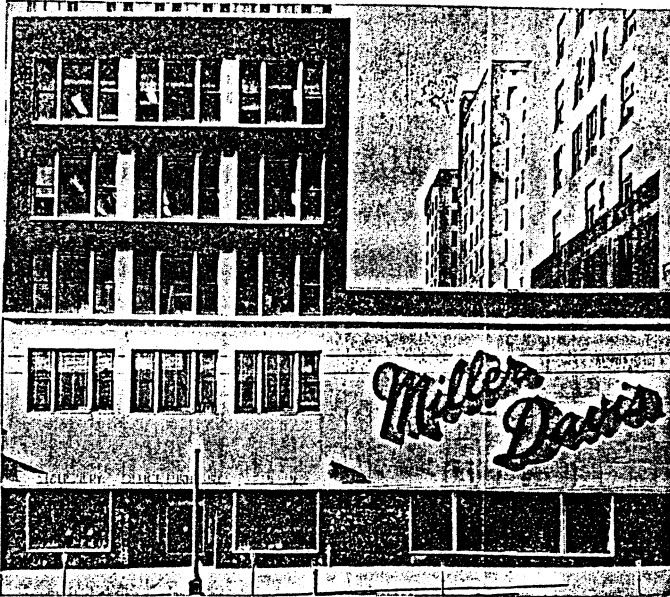
Meets These Requirements
Both our Lever-Fil and Vac-Fil
(Continued on page 7, column 2)

the answer to one of the most common complaints of the average individual."

H. C. Capwell, Oakland, California, N. Gilkerson:

"We are very impressed with the new Sheaffer Touchdown features and feel that it will promote additional sales for this new year. We wish the Sheaffer organization the best of luck for 1949."

MILLER-DAVIS OPENS REMODELED STORE



On Monday, November 1, 1948, the Miller-Davis Company of Minneapolis, Minnesota, celebrated the formal opening of their newly modernized stationery, and office furniture store. Open house was held from 9:30 A. M. to 9:30 P. M. and throngs of friends stopped by to congratulate the staff on their accomplishments.

Planning for the project began over a year ago and involved the complete modernization of the interior of the store as well as the re-facing of the front of the company's

original five story building and the front on the adjoining two story building acquired about two years ago. Rainbow granite was used to re-face the first story. The second was resurfaced with grey Mankato stone and the remaining stories with brick and stone. Across the front of the store, the firm name in giant red letters contrasts effectively with the grey stone background.

Discarding all of the old fixtures including ceiling height shelving, the interior transformation was completed with the addition of new fix-

tures of bleached mahogany, designed and placed so as to give the store a streamlined, clean-cut appearance. Wide aisles and open displays add to the air of spaciousness. Modern cold cathode type lighting fixtures and carefully selected interior decorating colors create good, effective lighting throughout.

The new show windows, so constructed as to give an unbroken view into the store, are equipped with the latest in window lighting. New all glass doors were also installed.

The pen department is in the form of an island display and consists of six Sheaffer floor cases, six wall cases, two lead cases and two corner cases. Placed at the front of the store immediately opposite the main entrance, it will benefit from the greatest amount of store traffic and the resulting impulse buying.

Mr. D. S. Davis, President of the Miller-Davis Company, and his staff can be justly proud of their new store, and we here at Sheaffer's join with their many friends in extending our best wishes for their success.

Showcases Redesigned To Display Threesomes

In our program to provide you with the finest in merchandising equipment we have prepared an entirely new line of showcases which is now ready for delivery.

Two types of cases are available, the standard or stationers case 42" in height, and the jewelers case 38" in height. Both types may be had in several lengths to build any size pen department.

Of wood, plate glass, and Bronze Weld construction, the new cases are considerably stronger and much neater in appearance. Interiors are trimmed in natural light maple and exteriors are mahogany veneer with honey mahogany finish. Special finishes to match other store fixtures may be ordered at a slight extra charge.

Two sets of fluorescent lights, one at the top front of the case and the other under the center shelf assure adequate lighting of merchandise in all parts of the case.

Biggest change, however, is in interior construction. Shelf and tray arrangements have been improved to accommodate the display of THREE-

SOMES. Sliding glass doors and wood drop doors provide access to the interior of the cases and roller-mounted tray platforms make possible the easy removal of merchandise for demonstration.

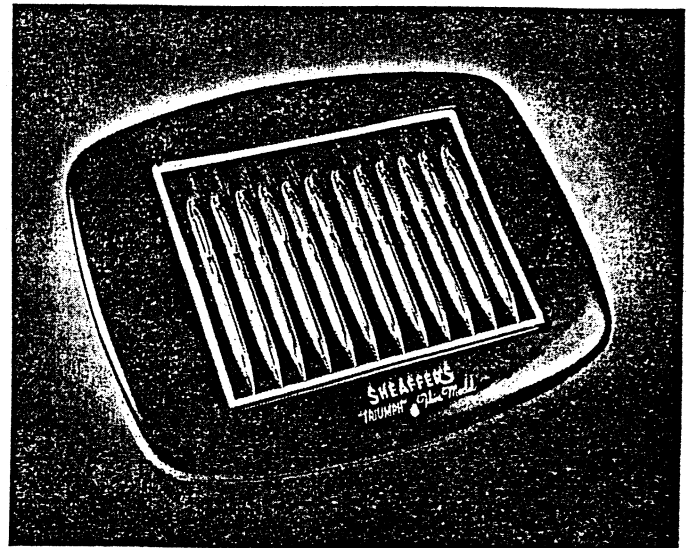
Since some of you may have previously purchased showcases with the idea of adding to them later, we still have a number of several models of our 1948 line on hand. Your Sheaffer representative has pictures, dimensional drawings and prices and can help you with your particular installation problem.

Chewing Gum and Fountain Pens

A well-known manufacturer of chewing gum made a statement about advertising that pretty well rates tops for manufacturer or dealer. While traveling through the west one day, a chance acquaintance on the train said to him, "Everyone knows your gum. It's sold everywhere. Why do you continue to advertise?"

The story goes that the manufacturer turned and said, "My friend, this train is going along very smoothly right now. Do you think we ought to take off the engine?"

NEW TRIUMPH PENCIL DISPLAY



One of the most attractive displays the Fort Madison factory has ever made available to you, this is our R-19 counter display which holds twelve gold-filled Triumph pencils and is available on a deal basis. Constructed of black finished hardwood, the case is trimmed in gold and has a red velvet grooved tray. Over the merchandise is a transparent plastic bubble, which, together with the exterior design, gives the display the rich appearance of the crystal and case of a fine watch. Twelve gift boxes are included with the deal.

PENCRAFT, INC., SPECIALIZES IN QUICK PEN REPAIRS

At 5 Bromfield Street, a stone's throw from the State Capitol, a minute's walk from Old South Church, in a district rich in the historical heritage of old Boston, is located Pencraft, Inc., one of Boston's several pen shops.

Known Around Globe

Under the able direction of Mr. Benjamin P. Perry for a quarter of a century, this concern, which is devoted exclusively to the sale and servicing of writing instruments and supplies, has grown in size and popularity. Located close to Boston Harbor and the Navy Yard, where ships from all nations discharge passengers and cargo, Pencraft has sold and serviced pens for notables from around the globe.

Guarantee Every Sale

Pencraft is proud that it carries one of the larger assortments of writing instruments in New England. The confidence the firm places in the lines it carries is so great that a one year guarantee accompanies every pen sold. Every purchaser receives a service card which entitles him to such free service, exclusive of parts, as his pen may need during the guarantee period.

Customer Satisfaction

The assortment of writing instruments on display in the neatly arranged well-lighted showcases assures every customer that he will find what he wants. The sales force believes in demonstration as an essential part of selling and makes sure that each customer thoroughly understands the mechanics of his pen and the proper method to fill it. They have found that a few extra minutes spent at the time of the sale prevents or eliminates many complaints and dissatisfaction at a later date.

Makes Quick Repairs

Through Pencraft's doors comes and goes a steady stream of satisfied customers. And, through the mails comes an equally steady stream of repairs from customers and other pen dealers. For Pencraft has an efficiently equipped and staffed repair shop. Their large stock of repair parts often enables them to repair customers' pens on the spot, thereby eliminating the exasperating delay and inconvenience of sending the pen to the factory or ordering and waiting for necessary parts to complete the repair. More and more of our dealers are discovering the advantage of sending their repairs to nearby factory authorized service stations such as Pencraft, many of which are conveniently located across the nation.

Repaired Pens Like New

Writing instruments which come to Pencraft for repair receive individual attention, and, after being completely checked, repaired and



The interior of Pencraft's store is designed to sell pens and the courteous service of the efficiently trained sales and repair staff insures satisfied customers.

inspected, are buffed and polished. The repaired pen looks like new, so that customers often express disbelief, inquiring, "Is that my pen?"

Repaired Same Day

Special attention is given to those repairs sent in by mail. They are constantly striving for speed in handling, and with a few exceptions, pens are repaired and mailed out the same day they are received. To facilitate the mailing of repairs from its many customers, Pencraft provides them with repair envelopes and shipping labels free of charge.

Stocks Repair Parts

There's another phase of their business to which can be attributed a portion of their success. Not only do they service pens sent to them, but they attempt to maintain an assortment of parts sufficiently large to enable them to fill orders for them from other repair stations. With this view in mind, they have published a catalog to the trade, listing essential parts and special tools which can be furnished on request. This firm also has on hand repair parts for a great number of older or obsolete model pens and on several occasions has been called upon by manufacturers to provide them with parts of their own make. The catalog also illustrates a number of mats and cuts appropriate for use by dealers in advertising their repair facilities in local newspapers.

Courteous Service

Its efforts bolstered by an effective advertising and promotion program, Pencraft continues to grow and expand. The eagerness of the entire staff to please, their willingness to serve, and the friendly, "It has been

a pleasure to serve you" and "Thank you; call again" which closes each transaction has made many lasting friends. This and the many services and facilities which Pencraft offers, are the reasons for the confidence which this firm enjoys in the trade.

District Meetings Replace Annual Convention

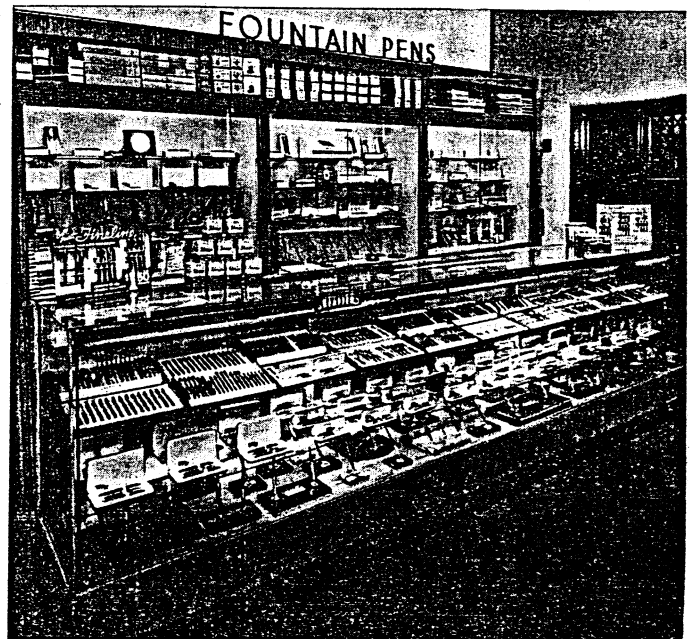
A series of four one-day sales meetings during the week of December 27 to January 3 supplanted the annual sales convention customarily held at Fort Madison. The change was made so that the salesmen would not be required to be away from their territories for such a great length of time as in the past. Meeting in New York City, Chicago, Memphis, and San Francisco, the men attended the sessions nearest their homes.

The highlight of each meeting was the presentation of the TOUCH-DOWN pen. The new pen was unanimously acclaimed to be the answer to a long existing need of pen dealers large and small.

Other sales, merchandising and advertising plans for the year were outlined by executives of the company, including Mr. C. R. Sheaffer, President; Mr. H. E. Waldron, Vice-President and Director of Sales and Merchandising; Mr. G. F. Olson, Vice-President in charge of Advertising; Mr. R. H. Whidden, General Sales Manager; Mr. W. A. Sheaffer, II, Administrative Assistant; Mr. J. A. Donahue and Mr. C. P. Nicolai, Assistant General Sales Managers and Mr. George Bayard of the Russel M. Seeds Company of Chicago.

District Managers J. H. Asthalter, E. C. Erickson, John Hehnke, and J. A. Jones attended the meetings in their respective districts.

PEN DEPARTMENT AT T. H. PAYNE CO.



When the T. H. Payne Co. of Chattanooga, Tennessee, recently remodeled their entire store they sent us this picture of their well planned pen department. The installation consists of a special length Sheaffer floorcase and three wall cases designed to provide the greatest possible display area. One of the finest stationery firms in the South, the store is four stories high and extends the depth of a city block. Two entrances, one at each end of the store, provide access to its many facilities and services.

TO OPEN REPAIR STATION IN BRUSSELS



Roger Parisel, Sheaffer dealer and manager of the Stylo-House, S. A., of Liege, Belgium, listens intently while Ted White, factory repair instructor, explains some of the intricacies of pen repair.

Roger visited us last month and spent several weeks learning all phases of pen repairing. Upon his return to Belgium, he intends to open his own repair service station in Brussels. He'll train his own repairmen and has even volunteered to conduct repair classes for the personnel of other dealers.

Roger manages six stores for his father, who has retired. All are known as Stylo-House, S. A., and are located in Liege, Namur, Verviers, and Hasselt, Belgium. Differing considerably from the usual store handling pens in this country, his shops feature only writing instruments and supplies. With the exception of two brands of cigarette lighters, for which he has the agency, he carries none of the related stationery, jewelry, or drug lines which we usually associate with pen dealers.

Every One Owns Pen

We were curious to know how a country so small as Belgium could support so many pen stores, for there are many more. Roger was quick to inform us that practically everyone, young and old, owns at least one good pen. A man may carry as many as four or five pens, each for a different purpose. He may use one for bookkeeping, another for ordinary correspondence, and still another for writing his signature. It isn't unusual for a father to bring his entire family into the store, outfitting each child with a pen. They may all get the same model, but each will have a different color, for example, so he can identify his from the others. As in this country, pens are often sold as gifts, especially for Graduation or First Communion.

Expect Extra Services

Store patronage passes from one generation to the next. Chances are pretty good that sons and daughters will trade at the same store as their parents. Dealers are expected to give more service than we offer here. For example, students will return week after week to the store from which

they obtained their pens to have them refilled.

Strangely enough, the "working class" of people buy the best pens, the ones with shiny gold caps or bands. Men wear their pens prominently displayed in their Sunday suit pockets and take pride in pointing out that they have a pen "just like the boss'." The nobility, to the contrary, seem to buy the cheaper models.

The Stylo-House handles many brands of pens, but prefers those

manufactured in the United States. Locally made pens are not very well constructed, Roger told us. French pens are especially unsuitable since the points are made of 18K gold which is entirely too soft for that purpose.

Window displays in his stores are quite frequently changed and depend upon mass display for effectiveness. The more pens he can put in a window, the better selling job it will do. The Belgian people are great window shoppers, and the potential pen buyer spends considerable time at the windows, comparing models, colors, and prices.

Patronize Finest Stores

Contrary to the custom in this country, even the ordinary worker patronizes the finest and best stores, more often than not doing his shopping in his wooden shoes and the clothes he wears to work. The way he is dressed gives him no feeling of inferiority. There are no stores catering especially to the working class or lower income group. People are thrifty, but shop for quality rather than emphasizing the amount of money they have to spend.

Roger was in the United States almost four months and says he enjoyed every day of his visit. He appreciated most of all the warm reception he was given wherever he went and the eagerness of everyone to make him feel at home.

Three Calgary Dealers Feature Sheaffer Windows

Although the photographs were received too late to be included in this issue, we'd like to thank Willson Stationery Company, Limited, Henry Birks and Sons, (Western) Limited, and Lewis Stationery Company, Limited, all of Calgary, Alberta, Canada, for the fine pictures of their Sheaffer window displays.

All three firms devoted entire windows to the display of Sheaffer writing instruments exclusively, and they are to be commended for their splendid efforts. Watch for the pictures next month.

NSA Regional Meetings

Regional meetings of the National Stationers Association are as follows:

- 2—March 21-22, Rochester, N. Y.
- 13—March 24-25, New York, N. Y.
- 5—March 28-29, French Lick, Ind.
- 8—April 1-2—Oklahoma City.
- 9—April 4-5—Fort Worth, Texas.
- 4—April 7-9—St. Petersburg, Fla.
- 7—April 22-23—St. Paul, Minn.
- 6—April 25-26, Chicago, Ill.
- 10—April 28-29, Denver, Colo.
- 14—May 2-3, Long Beach, Calif.
- 12—May 5-6, San Francisco, Calif.
- 11—May 9-10, Tacoma, Wash.
- 1—June 2-3, Portsmouth, N. H.
- 3—June 23-24, Atlantic City, N. J.

New Color Ready In White Dot Line

It was just about a year ago that we introduced our new colors of Persian Blue and Burnt Umber Brown. These two, with staple Black, constituted our color range for the year. During the year, many of you expressed a wish that we add other colors. This we intend to do, just as quickly as possible.

The first of these, a rich, lustrous green is ready now in the White Dot line. The name we have chosen for the new color—Evergreen—is very easy to remember and is symbolic of the deep green of evergreen trees.

You now have three beautiful colors, each individual and distinctive, besides the ever-popular black.

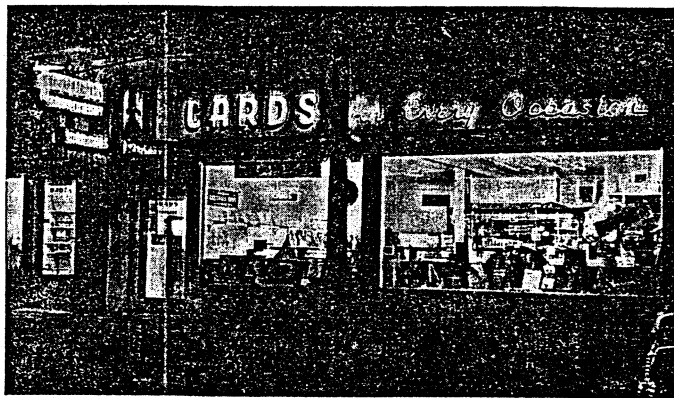
Two Railroads Plan Use of Safeguards

Both the Union Pacific and the Chicago and Northwestern Railroads have selected Model DF 500 SAFEGUARD Desk Sets for installation in new stainless steel cars presently being constructed for them.

The base and pen of each set will be imprinted in silver with the crests of the respective lines. Each will be equipped with chain and hinge attachments. Designed especially to accommodate the SAFEGUARDS, the writing desks will be provided with a recess in the top into which the desk sets will be fastened.

Both installations were purchased through Mr. Fred E. Pfaff of the Omaha Printing Co. of Omaha, Nebr.

SEATTLE STATIONER REMODELS OWN STORE



The addition of a colorful neon banner across the front of the store and a second anniversary celebration last November culminated two years of remodeling and expansion of Turner's Stationery, Seattle, Washington. More than 1,000 vanda orchids were distributed by Mr. and Mrs. George Turner, who estimated that approximately 3,000 friends attended their open house.

It was two years ago that this enterprising young couple went into business at their present location in the new and fast-growing Greenwood neighborhood shopping center. The building was then a combination

store and dwelling and they immediately made plans to convert it. It was a tremendous undertaking, but not too large to discourage George, who literally worked day and night, attending to his store business by day, and remodeling at night.

Modern in every respect, the store carries photography and camera supplies, stationery and greeting cards, and has recently added a complete pen department, featuring Sheaffer's exclusively.

The Turner's accomplishment is a remarkable one and we extend to them our congratulations and best wishes for continued success and growth.

... Who's Doing What? ...

From Nashville, Tennessee, comes the report that Goldner's have moved to a new location at 220 Fifth Avenue, North.

Buyer and manager of the Stationery section of Miller & Rhoades, Richmond, Virginia, for a good many years, Miss Grace Lucas has retired to private life.

One of the oldest jewelry firms in Nashville, Weinstein and Sons, in business since 1890, is opening a second store at 617 Church Street. Mr. Paul Weinstein will continue to manage the Fourth Avenue Store, and his brother, Irving, will head activities at the new location.

We have received word from Kansas City of the recent marriage of Miss Gladys Peterson, pen department manager of Bennet Schneider Book Store to Mr. John A. Williams. Mrs. Williams, one of the best pen sales ladies in the mid-west, was formerly with Emery Bird Thayer and is a graduate of our Sales Training School.

A letter from E. W. Jordon of the Georgia Printing Company, Albany Georgia, announces the opening February 4 of their store in a new location at 318 N. Washington Street.

Our sincere sympathy goes to the family and friends of Walter P. Reichert, jeweler of Canton, Illinois, on his recent passing after an illness of several months.

Fire which hit the business district of Independence, Missouri, early January 20 completely destroyed the Lambert Moon Printing Company. Mr. J. Orrin Moon, operator, reported the loss of five presses, two linotype machines, and his entire stock of paper, fountain pens, and office supplies. A temporary location has been established at 118 South Osage.

Congratulations to Von Burg's Jewelers of Detroit, Michigan on the opening of their beautiful new store at 22019 Grand River Avenue on December 9.

John Reichart of Canton, Illinois reports that burglars broke into his jewelry store on November 10, and in addition to taking watches and diamonds, expressed their preference for Sheaffers by making off with a considerable number of Ensembles and Threesomes.

Even misfortune has its benefits. Demaree's of Kansas City capitalized on a recent burglary, featuring it in an advertisement in the Kansas City Star. Their ad pictured a brick wall

with a hole broken into it, with the message: "Burglars at Demaree's last Sunday preferred Sheaffers 10 to 4 and chopped a hole in the wall to come and get them!"

We send our best wishes for continued success to Day's Inc. of Biddeford, Maine, on the completion of their remodeling program.

Berger's Jewelry of Cleveland, Ohio held a formal opening of their new store at 10541 Euclid Avenue on December 5.

Ormsby Pen Shop has moved from Fort Lauderdale, Florida to a new and better location at 128 N. E. First Street, Miami, Florida. For convenience to their former customers, they will continue to maintain a pen repair pick-up station at their former address.

Mr. Charles G. McBride opened his third drug store in Champaign, Illinois, on December 10-11. Two THREESOMES were given as door prizes during the two-day grand opening celebration.

Touchdown Attains Long Sought Goal

(Continued from page 3, column 4)

pens have satisfied some of these requirements, and each had features which made it better than anything which preceded it. Both, however had their limitations. We felt that by adapting the sure plunger action of the Vac-Fil to the dependable rubber sac feature of the Lever-Fil, we could make a pen which would combine the advantages and eliminate the shortcomings of both. The result is the TOUCHDOWN, into which has been built all the features your customers have so long desired.

The TOUCHDOWN is easy to fill. It can and should be filled with one hand, leaving the other hand free to steady the bottle of writing fluid. It is therefore safe to use; no more spilled bottles of writing fluid. The TOUCHDOWN pen is unbelievably simple to operate since a single, soft downstroke of the plunger with a 10 second pause thereafter while the pen is held in the fluid, will completely fill it.

Top efficiency in the TOUCHDOWN pen has been achieved using a minimum number of parts. Because of its simple construction, the probability of failure and the need for repairs is substantially reduced. Life expectancy is increased accordingly and repairs of the filling mechanism as might be needed can be made quickly and easily.

Interchangeable Points

Nib units in the TOUCHDOWN pen are interchangeable. The nib in the grading your customer selects can be installed into the barrel of the

A THREESOME FOR BARBARA ANN SCOTT



Barbara looks pleased with her gift, a Crest Deluxe Tuckaway THREESOME, presented as a tribute to her winning the Women's Olympic Figure Skating Championship at St. Moritz and in appreciation for the distinction brought to her country.

The presentation was made to "The Champ" by Arnold A. Froom on behalf of the Junior Chamber of Commerce of Canada, during the Ontario and Montreal Regent VI Junior Board of Trade Convention at the Chateau Laurier Hotel, Ottawa, Ontario.

model and color of his choice at the pen counter in a few seconds without special costly tools and your pen department will have flexibility heretofore unknown.

Never before has so much been resolved into one pen. Identified by Sheaffer's White Dot of distinction, the TOUCHDOWN is unquestionably the finest writing instrument we have yet been able to offer you, and marks the attainment of a long sought goal.

Life Replica Launches Promotion

(Continued from page 1, column 2)

packed advertising campaign, concentrated solely on helping you sell your Vac-Fil pens, began in January and will continue through the first six months of the year. This means you will have plenty of time in which to get your stocks in shape. You'll be able to tie in your local promotion and receive benefit from the additional push being given the Vac-Fil pen.

Beginning in July, however, all national advertising in the U. S. A. will be thrown behind the promotion of the TOUCHDOWN pen. The story will be carried into millions of American homes in full-page and full-color ads in an imposing list of national magazines and newspapers. Every long-sought feature of the new pen will be highlighted. In the meantime, appropriate showcase and counter display material is being

readied to be included in your shipment of TOUCHDOWN pens or upon request.

Hold Local Advertising

We ask that you refrain from advertising the TOUCHDOWN pen in your local newspaper or over local radio stations until our national campaign gets underway. In this manner, you'll be able to obtain greater effectiveness from your ads by satisfying the curiosity which will be engendered in the minds of your customers when they see the TOUCHDOWN featured in their favorite magazine. It is entirely in order, however, to use window or counter displays.

Hailed As the Easiest Pen In the World to Fill

(Continued from page 1, column 4)

man through the Crest Masterpiece models. The 14K gold Masterpiece pen will continue to be made exclusively with the Lever-Fil.









Production of our Canadian plant has been planned so that initial distribution of the TOUCHDOWN to our Canadian dealers will be made sometime during the month of May. The exact date will be announced later.

The Lever-Fil will continue in Craftsman and Admiral models in all colors and in the White Dot line in black color only. Some people will still prefer the conventional fill, although once given the opportunity to try the TOUCHDOWN, they are certain to be sold on its ease of operation and dependability.

NEW MATS ARE ADAPTABLE TO ALL GIFT OCCASIONS

MINIATURE DROP-IN MATS

Your local newspaper will help you build complete ads using these individual mats. These can be used in combination or with other mats or cuts of other items you want to feature in the complete ad.

 <p>SHEAFFER'S CREST DELUXE THREESOME Pen, \$17.50—Pencil, \$6.00 Stratowriter, \$12.50 Complete Set, \$36.00; plus fed. tax</p>	 <p>SHEAFFER'S SENTINEL DELUXE THREESOME Pen, \$15.00—Pencil, \$5.00 Stratowriter, \$10.00 Complete Set, \$30.00; no fed. tax</p>	 <p>SHEAFFER'S DESK SET \$17.50 Others from \$10.00 to \$108.00</p>	 <p>SHEAFFER'S SENTINEL DELUXE ENSEMBLE Pen, \$15.00—Pencil, \$5.00 Complete Set, \$20.00; no fed. tax</p>
 <p>SHEAFFER'S SAFEGUARD DESK SET \$12.50 Reservoir desk set with fountain pen action. Others from \$5.00</p>	 <p>SHEAFFER'S VALIANT THREESOME Pen, \$12.50—Pencil, \$5.00 Stratowriter, \$10.00 Complete Set, \$27.50; no fed. tax</p>	 <p>SHEAFFER'S STATESMAN ENSEMBLE Pen, \$10.00—Pencil, \$4.00 Complete Set, \$14.00; no fed. tax</p>	 <p>SHEAFFER'S TUCKAWAY THREESOME Pen, \$10.00—Pencil, \$4.00 Stratowriter, \$7.00 Complete Set, \$21.00; no fed. tax</p>
 <p>SHEAFFER'S GOLD-FILLED PENCIL (cased) \$7.50, plus fed. tax</p>	 <p>SHEAFFER'S CRAFTSMAN ENSEMBLE Pen, \$3.75—Pencil, \$2.00 Complete Set, \$5.75; no fed. tax</p>		

DROP-IN MATS OFFER GREATER FLEXIBILITY

To help you sell during the heavy gift-buying months of 1949, we have prepared a number of one and two-column ads in newspaper mat form. You have told us that you prefer these smaller mats, since their size permits you to make more frequent insertions. They are adaptable to every gift occasion arising during the first half year. Your local newspaper can set and insert appropriate headings in place of those shown in these mats.

Assures Good Reproduction

The illustrations for these mats are all line drawings with no wash drawings or halftone effects included. This guarantees good reproduction regardless of the kind of paper stock on which it is printed and the results will always be clear and clean-cut.

The mats are so designed that you can use the whole mat, or any part of it, without lessening the effectiveness of the layout. For example, in any of the mats reproduced here, you can cut from them any items or items you do not want to advertise and replace them with any other item of Sheaffer or other merchandise you want to include.

Use Drop-in Mats

Frequently you will want to prepare your newspaper ads using your own theme. With this in mind, we have prepared a series of twelve miniature drop-in mats, each of a different writing instrument. Use them in combination or with other mats or cuts of other merchandise items you plan to feature in your ad. Ask your newspaper to help you build your complete ads from these individual mats.

All mats should be ordered by number and your request addressed to our Advertising Department, or placed with your Sheaffer representative. We suggest you keep this page on hand in your pen department for handy reference.

If you are planning a catalog or direct mail piece and need assistance in the form of layouts, electros, or copy, just write us, giving us instructions as to what you want, and we will be glad to help you.

STORE NAME

Father's Day Gift Headquarters



SHEAFFER'S STATESMAN THREESOME
Choice of brown, blue or black. Three pieces in brown, blue or black. Pen, \$10.00; Pencil, \$4.00; Stratowriter, \$7.00. Complete Set, \$21.00; no fed. tax.



SHEAFFER'S THRUWAY DOUBLE DESK SET
Gift of style for home, desk or office. Model "Wood Case" Pen and Stratowriter. Model "Wood Case" Pen and Stratowriter. Complete Set, \$10.00 to \$108.00.

STORE NAME
Dealer Ad Mat No. 4901

Ad Mat No. 4906

These Mats Adaptable to Following Gift Occasions

**MOTHER'S DAY
FATHER'S DAY
EASTER
GRADUATION
BIRTHDAYS
ANNIVERSARIES
WEDDINGS**

STORE NAME

Gifts for Mother

SHEAFFER'S America's FIRST Choice



SHEAFFER'S SENTINEL DELUXE THREESOME
Choice of brown, blue or black. Pen, \$15.00; Pencil, \$5.00; Stratowriter, \$10.00. Complete Set, \$30.00; no fed. tax.



SHEAFFER'S THRUWAY DESK SET
Model shown in Jet Crystal. \$17.50, including lamp. "Wood Case" Pen, Other Sheaffer Desk Sets from \$10.00 to \$108.00.



SHEAFFER'S STATESMAN THREESOME
In brown, blue or black. Pen, \$10.00; Pencil, \$4.00; Stratowriter, \$7.00. Threesome, complete and handsome gift case, \$21.00; no fed. tax.

STORE NAME
Dealer Ad Mat No. 4902

GIFTS for every occasion

SHEAFFER'S America's FIRST Choice



SHEAFFER'S SENTINEL DELUXE THREESOME
Choice of brown, blue or black. Pen, \$15.00; Pencil, \$5.00; Stratowriter, \$10.00. Complete Set, \$30.00; no fed. tax.



SHEAFFER'S VALIANT ENSEMBLE
In gift of two-piece presentation case. Choice of brown, blue or black. Pen, \$12.50; Pencil, \$5.00; Stratowriter, \$10.00. Complete Set, \$27.50; no fed. tax.



SHEAFFER'S THRUWAY DOUBLE DESK SET
Gift of style for home, desk or office. Model "Wood Case" Pen and Stratowriter. Model "Wood Case" Pen and Stratowriter. Complete Set, \$10.00 to \$108.00.

STORE NAME
Dealer Ad Mat No. 4903

Prices shown in these mats are effective in the United States only. Canadian and Foreign prices can be inserted by your newspaper.

STRAIGHT *from* SHEAFFER'S

Volume 3, No. 4

FORT MADISON, IOWA — MALTON, ONTARIO

May-June, 1949

TOUCHDOWN PROMOTION TO BREAK SOON

SHEAFFER'S STILL "AMERICA'S FIRST CHOICE"

You can feature and sell Sheaffer writing instruments confident in the knowledge that they are still "America's First Choice—by actual sales records." For, although sales for the pen industry as a whole last year were down considerably, our own sales for the period remained high.

Net sales for the fiscal year ended February 28, 1949 were \$22,297,441.80, only about 4% under the previous year. Despite the small decline in sales, profits after taxes for the same period amounted to \$2,471,161.51, an increase of nearly \$650,000 over the previous year. From this profit dividends of \$1.50 per share were paid to stockholders as against \$1.20 per share the year before.

Employees, too, benefitted from the increased profits, and the four profit-sharing payments that were

(Continued on page 6, column 4)

Trade Winds

NO TIME FOR WAILING—Recent statistics depicting a slowing down of business activity on a retail level sounds a baleful note for some. As a result there have been instances of weeping and wailing, hair tearing and hand-wringing on the part of a few dealers who see in this small decline a portent of imminent business ruin and failure.

Rather than cause for lament, should not this "slow-down" be a cue for the utilization of all the merchandising schemes which have been devised in the long history of retail selling?

It would be silly, of course, to say that we can alone control the trend of general business conditions—there are many and greater influences over which we have no control. But, a retailer's merchandising ability, and the extent to which he puts it to work, can make that statistic look a little more favorable.

He's a foolish merchant who still feels that he can stand behind his counter and wait for his customers to come in and buy. Rather, he must use a hook and that hook must be baited with a sound merchandising program.

Adapt your store sales force and inventory to the times; be alert for new merchandising devices; use all merchandising aids supplied by manufacturers; learn what others are doing.

You can drum-up new business for yourself. Business is there—you just have to stir it up.

DRUGGISTS TAKE HEART. If there is a 1949 decline in retail drug volume it will be limited to between 2% and 2½%. So says Edward J. Carroll, Sharp & Dohme's economic research specialist.

JEWELERS, on the other hand, can expect a drop in sales volume of approximately 10% from 1948 IF the present downward cost-of-living

(Continued on page 4, column 4)

DEALERS REPORT INITIAL CONSUMER ACCEPTANCE GOOD

Within six months after you were first shown the new TOUCHDOWN pen, distribution to Sheaffer dealers throughout the U. S. has been virtually 100% completed. Your initial orders which were delayed for quite some time because they far exceeded our ability to manufacture have all been shipped and we can now in most cases fill your present orders upon receipt.

Even without the benefit of national advertising, intentionally delayed to give you time to get your stocks in shape, and without local newspaper advertising, which we requested that you refrain from using until July, over the counter selling has been brisk. Many of you have long since sold out your initial stock of TOUCHDOWN and are on your second and third shipments.

Acceptance Good

We can't help but be pleased—pleased because the public has apparently already accepted and likes our TOUCHDOWN; pleased because virtually no "bugs" have shown up so far; but, most of all, pleased because TOUCHDOWN provides you with a merchandise item which with normal selling effort on your part will move quickly and stay sold.

Like Interchangeable Unit

Judging from your enthusiasm, point interchangeability seems to head the list of your reasons for liking the TOUCHDOWN. Trying to satisfy all your customers with their exact requirements in point styles has always presented a perplexing problem, even with a large assortment of pens. Now TOUCHDOWN with its interchangeable nib unit gives you stock flexibility heretofore unknown. For within the White Dot line, nib units are interchangeable and you can give your customers pens in the model, point and color of their choice simply and quickly without special tools.

Less Frequent Filling

Naturally, the TOUCHDOWN filler itself is the feature which will give the user the greatest satisfaction through the years. The TOUCHDOWN, with its ability to fill to capacity, means the user can use his pen longer between refills. With TOUCHDOWN, even filling a pen is no longer an annoyance. Every time he refills his pen, the user will appreciate the simplicity of the TOUCHDOWN'S operation, the ease with which one finger-light down-stroke empties, cleans and refills the pen to capacity.

Then there are all the other distinctive features which together have made Sheaffer's and TOUCHDOWN "America's First Choice": the large 14K gold Triumph nib, hand ground

(Continued on page 3, column 1)

COMING!
The Biggest News
In Advertising History

TOUCHDOWN DEMONSTRATION INTRIGUING



This same scene was repeated all over the nation this spring as Sheaffer representatives explained the operation of the new TOUCHDOWN filler. The double-sized transparent demonstrator model pen they carried intrigued many a dealer and pen department sales person as they watched the TOUCHDOWN'S smooth one-stroke operation. Here Mrs. Mabel Fossum, manager of the University of Wyoming Bookstore,

at Laramie, and part of her staff watch intently while Sheaffer salesman Bob Duerr shows them just what happens when the plunger is "touched" down.

Incidentally, Mrs. Fossum, who has been associated with the bookstore for over five years, recently assumed managerial duties and now heads a staff of twenty-three. The bookstore itself is relatively new, having been completed only last year, at a cost of \$150,000.

STRAIGHT from SHEAFFER'S

Vol. 3 May-June, 1949 No. 4

Published by the
W. A. SHEAFFER PEN COMPANY
General Offices and Factories,
Fort Madison, Iowa, U. S. A.
Malton, Ontario, Canada
Branch Factory
Mt. Pleasant, Iowa.
Sales Offices,
New York and San Francisco.
Export Division, Fort Madison, Iowa.

Published monthly in the interest of
Sheaffer dealers everywhere.

All correspondence and material for this
paper should be addressed to: Editor,
STRAIGHT FROM SHEAFFER'S W. A.
Sheaffer Pen Company, Fort Madison,
Iowa.

PRINTED IN U. S. A.

Tribute Paid Dealer for Half Century of Service

For half a century, Independence, Missouri, children have been calling at Harry Sturges' book and jewelry store for their school supplies and to visit with Mr. Sturges. He has always been interested in them, has known many of them by name, and is constantly urging them to do their best in their school work. In fact, so interested is he in their progress, that, since 1900, he has awarded annually two medals to members of the high school graduating class for their proficiency in art and English composition.

FOUNTAIN PEN HOSPITAL FEATURED

Readers of the May 1 Parade, Sunday magazine section of the Houston, Texas, Post, were given the opportunity to look into the activities of the Fountain Pen Hospital, Houston pen repair shop operated by Bill Tripp.

Each Sunday the magazine features one of Houston's industries, and in this issue a nice write-up featured Tripp's repair and sales services and several photographs showed readers the interior of his modern store.

It's a little early, we know, to be talking Christmas, but an outdoor poster advertising program such as the highly successful one conceived and used by The J. K. Gill Company of Portland, Oregon, last year takes a lot of time to prepare. Their's was planned and well underway before the end of summer.

Eight bill boards were acquired for the Christmas campaign and the posters were up by October 15. Four boards were illuminated and so were effective attention-getters day and night. Located on heavily trafficked streets and highways where they would make the most reader impressions, the boards achieved their purpose of telling all of Portland that Gill's was their Sheaffer headquarters. We understand their pen sales were up almost 30% during the period, and other dealers in the area reported that they, too, benefited from Gill's advertising.

Although scheduled to be up only

Mary Taylor Sturges Medals

These awards are named for his mother, Mary Taylor Sturges, whose ambitions to study art were thwarted by the responsibilities of her large family, and are intended to offer encouragement to the recipients in the two fields of art and writing. As

A fast-working repair expert, Bill sometimes diagnoses and repairs his customers' pens before they finish explaining the trouble. In most cases he's able to handle repairs within a day or two at the most.

Taking advantage of the knowledge that few persons know how to fill their pens properly, Bill issued an invitation to his readers to come in for a free demonstration.

It's service like this that brings in customers for Bill Tripp and other livewire Sheaffer dealers.

OUTDOOR POSTERS FOR CHRISTMAS CAMPAIGN



This is one of the eight outdoor type posters used by The J. K. Gill Company last winter as part of their Christmas advertising. Strategically located on principal thoroughfares in and near the city, they attracted considerable attention and brought many interested potential buyers into the store.

two months, a number of the posters were left up as long as March 1 without extra expense to them.

A program of this nature is expensive and perhaps too large to be undertaken by many dealers, but

even a single poster type advertisement in a good position will produce results. Our Advertising Department will be glad to assist you with layouts for this or similar advertising venture.

many of the winners as could attend gathered recently in Independence to pay tribute and express their appreciation to this friendly gentleman for his encouragement and inspiration. Many are now well-known personages in their respective fields, and the incentive provided by these awards contributed much to their present standing.

In Business Since 1898

It was 1898 when Mr. Sturges opened his store, a combination book and jewelry store. Eight years before he had come to this country with his family from England and in 1896 he and his brother traveled to Independence, where he started into business. The store is still in the same location and arranged in the same manner. It's a long, narrow store with school supplies on one side and jewelry cases on the other.

There are 5,000 school children in the city, and most of them are regular customers in the Sturges store. In many cases, their mothers and fathers also bought their school books from him. Among the two-generation customers is the present first family. He sold books to Harry Truman, to Bess Wallace, who became Mrs. Truman, and to their daughter, Margaret.

Opens Early

The Sturges shop is open ready for business at 8 o'clock every morning during the school year, even though other stores on the square don't open until 9:00 or 9:30 o'clock. He explained that it is the only time many youngsters have to do their school shopping, and quite often his customers are waiting for him at the door when he arrives in the morning. Although the store does a comfortable business with adults, (Continued on page 5, column 4)

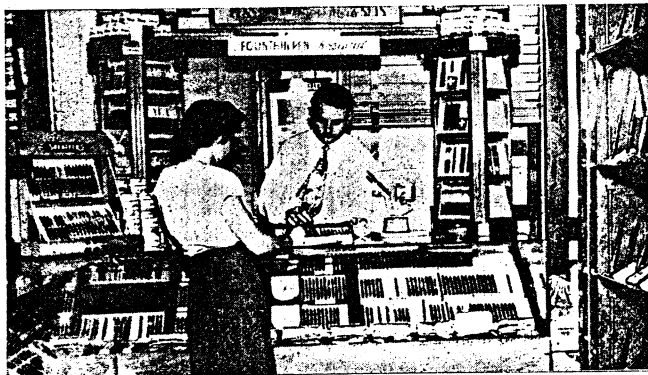
"Micro-Crafted" Stamped On Ballpoint Refills

The series of newspaper ads on the "Micro-Crafted" replaceable writing units which we ran last March and April produced results far greater than we anticipated. The term "Micro-Crafted" as it appeared in the ads was coined by our advertising boys to describe the precision and craftsmanship built into each and every replaceable writing unit, and we thought it was pretty good as a tool to achieve that end.

But the public, unpredictable as always, took the ball from us and carried it a step farther. They not only immediately picked up the term (which was fine), but, according to our representatives in the field, flocked to your stores asking you for "Micro-Crafted" units.

So great was the response to the first series of ads that we have decided to try again. Another advertising campaign on "Micro-Crafted" replaceable writing units is in the offing. Beginning in July, and for five months thereafter, ads will appear in Sunday newspapers in principal U. S. Cities.

So that you might gain the greatest advantage from the ads, we are now stamping the words "Micro-Crafted" on the metal casings of all replaceable writing units, and they will be referred to hereafter by that name.



Proprietor Bill Tripp shows a customer a pen from his complete assortment of writing instruments and supplies.

COMING!
Sheaffer's Biggest
Advertising
News

TOUCHDOWN Promotion To Break Soon

(Continued from page 1, column 4) and smoothed, in 16 point styles; the exclusive inner-spring clip which adapts itself easily to any pocket without tearing the fabric; the enlarged feed for proper writing fluid control under all climatic conditions; and the balanced design, long recognized for its beauty and writing ease. You've lots to talk about when you sell Sheaffer's TOUCHDOWN, and each feature is a positive answer to what your customers need and want in a pen.

Sales Brisk

Even though we haven't advertised as yet to the public, you'll remember seeing the replica edition of Life magazine which you received in February, the pages of which carried the story of TOUCHDOWN

in Life editorial style. Furthermore, your customers and you have seen TOUCHDOWN in the "new products" sections of many trade and consumer magazines — Office Appliances, Advertising Age, Printer's Ink, Jewelers Keystone, The National Stationer, Drug Topics, Stores, Modern Stationer, Mid-Continent Jeweler, American Druggist and Jewelry Parade, Sunday newspaper supplement carried TOUCHDOWN publicity to its readers and 15,000,000 readers of the American Legion Magazine saw the announcement in their April issue. These announcements alone have aroused the curiosity of many potential customers in the trades fields and resulted in many inquiries and sales. Our representatives, naturally, have carried the TOUCHDOWN and its story to your stores, and helped you to prepare your stock in anticipation of the promotion to follow next

month. The ground work has been laid.

Advertising In July

Here's what will happen within the next two months. A full color, full page announcement in the July 18 Life magazine will carry TOUCHDOWN to readers everywhere. In rapid fire thereafter, full color ads will appear in Better Homes and Gardens, Redbook, Popular Mechanics, Saturday Evening Post, Life, American Weekly, This Week, National Geographic, Coronet, Family Circle and Successful Farming, plus Sunday newspapers from coast to coast. We've endeavored to place the ads in publications which will be read by every person who might conceivably be interested in pens — in other words, to cover the market completely.

On page 8 you'll find a number of newspaper advertisements in mat form which you may obtain without

charge from our Advertising Department. These are patterned after our national ads and will enable you to tie-in closely with them when telling your customers that the TOUCHDOWN is on display in your store.

Take advantage of every possibility in merchandising TOUCHDOWN to the fullest. Be ready to capitalize on our promotion beginning July 18, with your own local tie-in newspaper advertisements, counter and window displays, and radio spot announcements.

If you'd like to run a special promotion on TOUCHDOWN in your store and need assistance in the form of layouts, copy or ideas, we'll be glad to help you.

WATCH FOR IT!
The Biggest News In
Sheaffer's Advertising History

NEW FILM DRAMATIZES FUNDAMENTALS OF SELLING TECHNIQUE



A customer, who came in to purchase a package of leads, becomes interested in the counter-top display of Sheaffer THREESOMES and ensembles. The counter display, by the way, is our R-14 display.

These scenes are taken from a new 30-minute 16mm movie "Sell—As Customers Like It" prepared by Johnson & Johnson for use by retail drug groups. Designed to help train drug store salespeople, the film dramatizes the selling techniques that have proved successful in moving merchandise across counters. Also spotlighted in the film are a number of the more common mistakes in drug store selling methods.

Points made in the movie are based on research among drug store owners, sales people, and customers. From this research Johnson & Johnson developed six fundamentals of "selling as the customer likes it." These are (1) "Treat customers as eye-minded buyers"; (2) "Treat patrons as brand-conscious buyers"; (3) "Ask questions that tell the full story"; (4) "Give product infor-

mation along with the product"; (5) "Help customers save money"; (6) "Make customers feel welcome."

Also included in the movie are scenes depicting the proper way to demonstrate and sell writing instruments. Sheaffer pens and sets are used as props. This part of the film will be of special assistance to those of your salespeople concerned with pen selling.

The company advises that showings of the movie before groups of retail druggists and their personnel can be arranged through wholesalers or by writing to Johnson & Johnson local representatives.

Knowing that the customer will stay satisfied only if he knows all about his purchase, Mr. Blake shows him the proper way to fill his pen, and lets him write with it to make sure the point style is exactly right for his writing requirements.



Mr. Blake, owner of the store depicted in the movie, explains to the customer how the pen and pencil are constructed and operate. A sale results from the demonstration.



DISABLED VET BECOMES EXPERT PEN REPAIRMAN



—Photo courtesy Providence (R. I.) Sunday Journal.

When battle-scarred Staff Sergeant Walter Szczponik of Coventry, Rhode Island, returned from Europe in 1945, it was via a veterans hospital. After months of convalescing, he was released, his records indicating a 70 per cent disability.

The problem of employment confronted him, as it did thousands of other disabled vets. After months of job hunting, interviews, and waiting, he was approached in 1947 by William J. Turbitt of the Maurice C. Smith Co., Inc., of Providence, with the idea of becoming a pen repairman.

For lack of anything else he accepted and has made a go of it. Now, a year and a half later, William's brother, James, Manager, has this to say about him, "We're tickled to death with Walter. He does a swell day's work. He's never out unless he's sick. He's right on the ball all the time."

Will Take Factory Training

This fall Walter is planning a trip to Fort Madison to attend our Repair Training School so that he will be up to date on factory methods of making repairs on all types of Sheaffer pens and particularly our latest models. That way he'll be of even greater value to his employer.

Walter and his story, by the way, were featured recently in the May 1, Providence, Rhode Island, Sunday Journal.

REPAIRMAN. Walter is learning to repair fountain pens. He likes the work and his employers like him. Here he is seen using a disassembling tool to remove a plunger.

Rain Draws Crowd To Seagull Drug

Amateur weather men or professional rain-makers in and around Salt Lake City will have their day this month, and their prognostic skill can pay off for them to the tune of a new automobile, thanks to Sheaffer dealers Grant A. Midgely and Joseph S. Peery, of the Seagull Drug Store, Salt Lake City.

Once again they are sponsoring a rain-guessing contest. It seems that there's a dearth of rainfall in that area until about June 20 shortly after which the first summer shower falls. Taking advantage of this phenomenon, they devised the contest which has become a looked-forward-to annual event in the community.

Must Guess Time Exactly

The idea is to try to guess the exact second when the first summer shower falls in Salt Lake City. The contest, which closes June 20, is open to every one over 16 years of age, and each entrant can submit one prediction a week.

Daily radio programs, spot commercials, and newspaper ads are plugging the contest along with dis-

plays and signs in the store. Entry blanks can be had at all store counters. The prize-winning automobile, on display in the store, attracts a lot of attention, and traffic!

Proprietors Midgely and Peery have found that even before it rains, it pours, for hopeful entrants are pouring into the store to submit their predictions. The result—A flood of business.

Portland Druggist Uses Direct Mail Piece

Here's a little merchandising idea that's getting big results for Riggs Pharmacy, Portland, Oregon, and one that any dealer can prepare and use to good advantage.

It's a mimeographed mailing piece made from an 8½x11 inch page folded once into a small booklet. The cover bears the company name, address, and phone number, and the inside pages contain a number of interestingly written paragraphs, each telling about a different merchandise item. The particular issue we saw included a paragraph suggesting Sheaffer writing instruments for Father's Day.

Mailed to store customers and

passed out over the counter, these booklets have proved to be an ideal way to tell about new products, to make suggestions for gift-giving occasions, to promote specials and to inform customers of store services.

Mrs. L. L. Riggs writes the material for "Riggs Topics." Light and informal in style, the copy contains a lot of "Sell." It's doing just that, we understand.

"Where do I sign this?"



—Banking Magazine.

Trade Winds

(Continued from page 1, column 1)

trend continues throughout the year without a substantial drop in national disposable income, according to John Phillips Moore, General Products Division, Office of Domestic Commerce. He adds that retail jewelers, to maintain their competitive position in the economy, must increase operating efficiency. This implies, of course, judicious application of intensified promotional and advertising effort.

ROSES. One day a few weeks ago, the morning mail brought us the first of the National Stationers Association Product Information Study booklets. "How to Sell Filing Supplies." The advance info told us they'd be good, but some one was being unnecessarily modest. Thoroughly compiled, superbly written, and cleverly illustrated, these sales training manuals are the best of their kind we've seen. Any member stationer who fails to utilize them to train his own sales force is only spiting himself. Congratulations . . . NSA . . . for a fine job.

WHAT'S THIS WORLD COMING TO? One by one our childhood beliefs and fantasies are being shattered by nosey scientists. Latest disillusionment is that rain, which we, as kids, boldly portrayed in grade school art classes as falling in graceful teardrops, is actually a lot of blobs of water which seldom, if ever, attain our streamlined conception of them. On the other hand, the expression "it's raining cats and dogs" is truer than we thought. Rain "blobs" may change their shapes up to 50 times a minute, scientists say, and may look like a telephone, a human foot, dumbbell, peanut, hot-dog, or fountain pen. Perhaps the ideas for some of the modern abstract paintings were conceived in a rain-storm . . .

WHERE THERE'S LIFE, THERE'S HOPE. Wondering about the business outlook? Here's something to think about over your morning coffee . . . Every day is someone's birthday—there are more than 2,800,000 a week. Every day someone is getting married—more than 1,800,000 marriages last year. Every day is someone's anniversary—more than 30,000,000 a year. Our calendar also shows that gift-buying events such as Father's Day and Graduation are dead ahead.

Our statistics also show us that 85% of all writing instruments sold are for gift purposes. Need we say more?

WHAT'S THE BEST WAY to greet a customer? A recent survey (admittedly unscientific) reports that "Good morning, may I be of assistance to you?" topped the rest of a number of openings tried for effectiveness.

**Excise Tax Repeal
Pleases Canadian Dealers**

Biggest news this spring to Canadian jewelers was the removal March 24 of the 25% "purchase tax." According to one source, because of its repeal, the jewelry business in Canada is booming. For example, April sales in a prominent store in one of Canada's largest cities exceeded April 1948 sales by 68%. This was partly influenced by an April Easter this year against a March Easter last year. Countering this factor, however, was an average 15% price reduction, due to the elimination of the 25% tax, partially offset by the new 10% "hidden" tax at the manufacturers' level.

Will Aid Sales

Generally speaking, the trade agrees that the reduction in excises will ease jewelry sales and provide some aid against stiffening buyer resistance. On the other hand, they were almost unanimous in agreeing

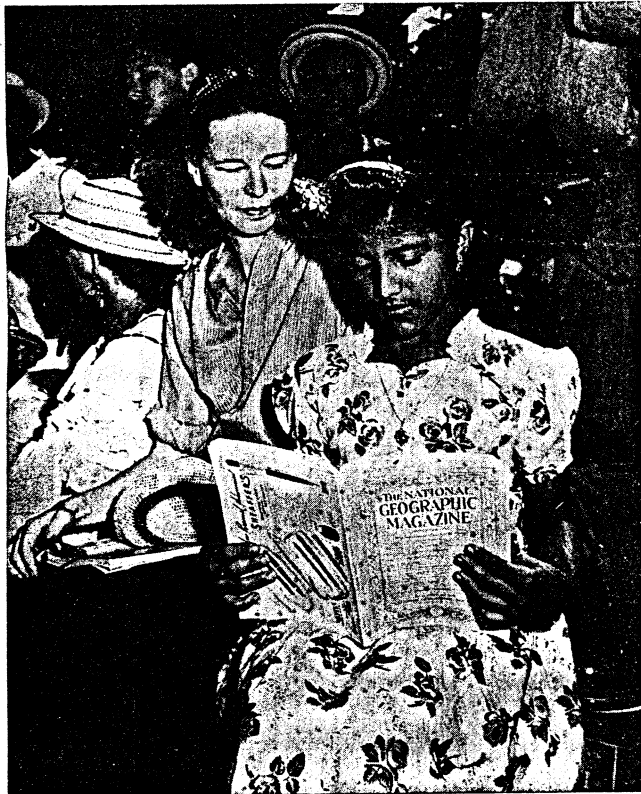
that the 10% levy at the manufacturers' level is a bad feature.

Refuses to Pay Tax

A humorous side-light to the repeal of the tax was reported by one dealer who feels this incident indicates general public reaction to the tax. A woman mailed the store a sum of money along with a note explaining she had taken an item of merchandise when no one was looking. The money returned, she explained, was to pay for the article, which she had taken because she refused to pay the excise tax.

Soon Everyone
Will be Talking About
the History-Making
Sheaffer Advertising

PRE-WAR SHEAFFER AD STILL ON THE JOB



—(c) NGS

Proof of the effectiveness of any advertising program is the number of reader impressions made by the ads. We were, therefore, pleased when we found a September 1941 National Geographic Magazine still in circulation, and our full color back cover ad still performing its mission of informing readers of the quality and beauty of Sheaffer writing

instruments. Design and models have changed, to be sure, since 1941, but the high degree of engineering skill and craftsmanship built into each Sheaffer writing instrument does not vary through the years. By the way, the young lady so absorbed in the magazine is a Panama teen-ager, who finds the outside world, as depicted in its pages, most interesting.

INSTALLS NEW PEN DEPARTMENT



A good-looking, efficiently arranged, and well-lighted pen department will do wonders for writing instrument sales. Here's the new showcase installation in Hinkle's Book Store, Winston Salem, North Carolina, which gives them ample space to display their complete assortment of Sheaffer writing instruments and supplies. Shown behind the new cases are (left to right) Earl Cozart, S. O. Hinkle Jr., S. O. Hinkle, Talmadge Hinkle, and M. M. Parrish.

Repair Department Hints

TAXES TROUBLING YOU? If you've ever been confronted with the situation in which you've supplied a new 14K gold Sheaffer nib to a customer, you've undoubtedly wondered at the time and since whether you were right in charging 20% Federal excise tax. Here's a simple guide to help you, when the problem again arises.

When you sell a new pen from your stock, the nib is not taxable because it is obviously an essential part of the pen—without it, the pen would not write. On those taxable models, such as our Autograph or Crest Deluxe pens, tax is based on the gold content in the trim, for example, the band or cap.

If, however, you replace a nib for a customer and charge him full list price for it, then the excise tax must also be charged.

If, on the other hand, you exchange a nib as a service gesture (as in the case of our Lifetime nibs) and for a service charge only (i. e., no charge for the nib itself) then no tax need be charged.

MANY OF YOU have expressed concern because we are apparently neglecting to insure packages of repaired pens and yet make an insurance charge on the repair invoice.

Actually, this is not the case. Every pen which leaves our repair department is insured against loss or damage while enroute to the addressee, even though there is no visible evidence of it in or on the package. We carry blanket insurance with a commercial firm, and the charge listed on the repair invoice is actually the premium to cover the

insured value of the pens listed thereon.

Using insurance of this type enables us to handle your pens more quickly and, in addition, assures speedy adjustment of claims for loss or damage.

It's unwise to send repairs without insurance—Be sure your packages are insured, too!—Protect your customers and yourself.

**Next Issue Features
Back-To-School**

When the July-August issue of "Straight from Sheaffer's" reaches you about the first week in August, you'll be ready to swing into your Back-to-School promotion program. This period is second only to Christmas in importance to most of you, and we know you'll want to merchandise the event to the limit.

This year we're bringing you a lot of merchandising helps and ideas and an advertising program that will hit all possible school-agers and their parents. Watch for full details and suggestions on how to make the most of them in the July-August issue.

**Tribute Paid Dealer for
Half Century of Service**

(Continued from page 2, column 3) it is geared to the habits of the school children.

Mr. Sturges, now 82 years of age, tells us he was one of the first merchants in that part of the country to feature Sheaffer pens and was solicited by Mr. W. A. Sheaffer personally in the early days of the company. Ever since, he has been featuring Sheaffer writing instruments.

This Pen Needed Only Simple Repairs

Thousands upon thousands of pens come in to our Repair Service Department each week for repair and reconditioning. Most of them are accompanied by no more than simple instructions or reason for return. Then again the owners of others write in considerable detail recounting the experiences which made their pens inoperative. For sheer eloquence we've had few to surpass one letter which was recently received by our Canadian plant and which we've reprinted below. Apparently the writer, a newspaper reporter, long confined by his job to factual news writing, grasped at the chance to "let loose," so to speak, with all the grandiose language at his command.

"If there is a happy hunting ground for LIFETIME pens, perhaps no worthier applicant for service rendered has ever knocked upon the gate for admission.

"Look kindly, I implore you, upon this applicant's petition. Its deeds of faithful, tireless service, under most exacting conditions, while perhaps

paralleled by many of its mates, cannot be exceeded.

"The enclosed warrior has lived a lifetime in a month, but has been a prized tool of the trade, a constant companion ready to serve in any emergency, for more than 10 years.

"From the sub-zero temperature of a natural ice arena to sweltering confines of a ball park press box; from the long unending hours of numerous political rallies and meetings with their silvery-tongued rapid-fire orators; from the ignominy of being used recklessly on rough newsprint, cigarette boxes, scraps to bond paper; from fires to floods; funerals to weddings; lush banquet halls to dirty police cells; from personal income tax papers to municipal council budgets; from every joy and sorrow, every event that is the lot of a bureau office newspaper reporter, this pen has been a constant servant, its only demand being periodic replenishing of ink.

"No more exacting a taskmaster, no greater a martinet on the toils of his trade than a reporter.

"Combine these duties, lightly reviewed, with the twin responsibility of a servant to a Justice of Peace,

Magistrate's Court and court stenographer. Any of these tasks, alone, a full time task for the greatest of all LIFETIME pens—collectively one that Sheaffer has performed flawlessly, without complaint, year after successive year.

"Now, after a lifetime of service crowded into some 10 years, I commit this faithful pen back to your care in the sincere hope that your skilled craftsmen can nurse it back into service.

"If I have completely expended all its potential strength please do not think too unkindly of me . . . I now only completely realize the loss of a great friend!

"If a modern miracle can be performed and this Sheaffer returned to my pocket I promise it something it has been denied all these years . . . the companionship of a matching pencil.

"I await your professional diagnosis."

From this description one would expect to receive a motheaten, run-down-at-the-point pen, ready to be discarded. However, all the pen required was a new set of threads on the cap and a thorough cleaning.

"America's First Choice"

(Continued from page 1, column 2) made to employees represented the largest percentage of earnings ever distributed since the adoption of the plan in 1934. Each of the first two profit-sharing payments amounted to 15% of the employees' earnings for the preceding three months, the third payment amounted to 20%, and the fourth, 25%.

The Company contributed \$290,030.46 to the Employees' Savings and Profit-Sharing Trust Fund, a fund to which both the employees and the Company contribute to provide for the participating employees' economic security after retirement.

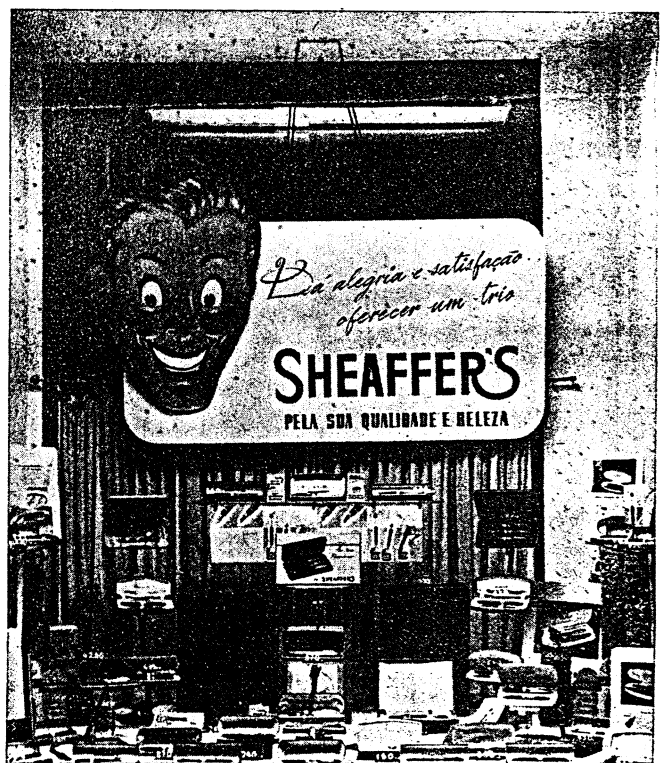
Commenting optimistically on the outlook for the future, Mr. C. R. Sheaffer, President, had the following to say: "Although writing instruments are again in plentiful supply and will have to sell on their merits in an intensely competitive market, I have no hesitancy in stating that we can look to our own skill and experience and to our capable dealer organization to give a good account of themselves under whatever conditions may develop in the fountain pen industry."

IN ANY LANGUAGE A SHEAFFER THRESOME MEANS A FINE GIFT



Azevedo and Duarte, Sheaffer distributors in Lisbon, Portugal, have sent us these photographs of two clever displays from the windows of two stationery stores in that

city, Papelaria Fernandes (left) and Papelaria Vasconcelos (right). Above the display of Sheaffer writing instruments in the picture on the left, a delighted young woman exclaims



"He makes my happiness complete by presenting me with a Sheaffer Threesome." The young man in the other display advises, "Give joy and satisfaction by presenting a Sheaffer

Threesome." Whether in this country or around the world, the name Sheaffer, as these displays proclaim, is synonymous with "quality and beauty."

...Who's Doing What?...

The David L. Scher, Inc., jewelry store at 105 West Capitol Avenue, Little Rock, Arkansas, has been purchased by H. E. Pattison and will be operated as Pattison Jewelers, Inc. Pattison, a lifelong resident of Little Rock, began his jewelry business career with the Albert Pfeifer jewelry store in 1917.

The twenty-eight stores of the Zale Jewelry Company in Texas, Oklahoma, Missouri, Iowa, and Nebraska recently celebrated the 25th Anniversary of the organization's founding. The Zale Jewelry Company was started in Wichita Falls, Texas, when Morris B. Zale, the president, opened a small store there.

June 1 marked the opening of the Lochmoor Jewelry and Gift Shop at 22377 Moross Road in the new Miracle Mile, one-stop shopping center in Detroit. Formerly located at 14419 Mack Avenue, the store was known as the Thomas Jewelry.

We extend our deepest sympathy to the family and friends of Mr.

Robert W. Bell who recently passed away. He was the owner and operator of W. R. Bell & Sons, Jewelers, Murfreesboro, Tennessee. One of the oldest jewelry firms in middle Tennessee, it was founded by Mr. W. R. Bell, who passed away several years ago and has always enjoyed a wonderful reputation for quality and service.

The grand opening of the Stiles Jewelry Store of Wells, Minnesota, with the third generation of Stiles assuming ownership and operation, attracted throngs of friends and customers after being widely advertised by newspaper and radio throughout southern Minnesota. The store is that of William Stiles, who was also recently named a director of the Minnesota Retail Jewelers Association.

**Don't Write Us
About Sheaffer's Biggest
Advertising News
We Can't Tell You Now**

Straight Nib Replaces Triumph On Two Pens

The latter part of last year we announced that a conventional type straight nib would replace the cylindrical Triumph nib on our Statesman and Tuckaway pens.

Despite the publicity given this change we are still receiving requests for the discontinued models. Unfortunately, we cannot fill these requests for our supply has long been exhausted.



The sketch above shows an enlarged view of the nib used on the Statesman and Tuckaway pens. It is a large 14K gold nib, tipped with iridium, and hand ground and smoothed with the same care and workmanship which goes into the Triumph nib. Available in 15 point styles, you can furnish your customer with a pen to fit exactly his normal or special writing requirements.

IMPORTANT!

A portion of the "Handy Chart for Quick Repair Identification" on page 8 of the April issue was inadvertently omitted. The description of the factory repair service charges for Group III (Pens with White Dot without "LIFETIME" imprint on nibs) should read as follows:

Optional service: 1—Complete factory reconditioning (1) for 85c minimum charge or for cost of replacement parts if more than 85c. 2—Exchange of points only \$1.50 (includes reconditioning).

We've made this description the same size as the original printing, so clip this correction and paste it in the appropriate space on the chart.

New Color Burgundy Added To White Dot Line

All writing instruments in the Sheaffer White Dot line, except the Triumph for your Autograph model, will soon be available in a new and striking color, Burgundy. A rich wine color, it will complement beautifully the gold trim on caps and barrels.

Burgundy is the fifth color in the line, and the second new one added this year. The first, Evergreen, was introduced in January and has already won wide-spread acceptance.

The color selection now includes Persian Blue, Burnt Umber Brown, Evergreen, Burgundy and the ever popular Black.

STORE MODERNIZATION INCREASES PATRONAGE

We've noted a tremendous modernization movement among Sheaffer dealers within the last few years. As a result many beautiful new and remodeled stores have brightened up the main streets of cities large and small across the nation. And according to the Second Annual Store Modernization Survey, store modernization has paid off handsomely since the war.

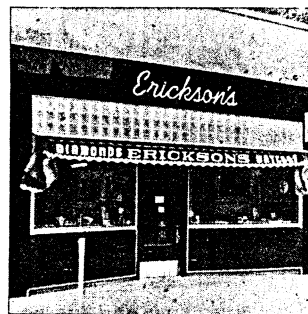
These three photos show three such beautification projects. They represent three types of exterior designs being used. Believing that when people can see in, more of them will



cracking or chipping the lower edges of the glass paneling.

C. G. Young, jewelers of Mebane, North Carolina, (below) has created a picture frame illusion which calls attention to and sets off the fine jewelry on display in his windows. Here the doorway is set back, so that persons viewing the displays are "led" into the store.

Regardless of the design or construction, an attractive store is bound to attract patronage, for it indicates a progressive, enterprising merchant.



come in, the Wurzmann Typewriter Exchange, Monterey, California, (top right) has adopted an all glass front which permits passers-by to see the attractively decorated interior. Except for a small merchandise display case to the left of the front entrance, the store itself serves as a window display. Erickson's, jewelers of Northfield, Minnesota, (above) utilized glass block and opaque plate glass tile for their exterior. Note the recess beneath the windows at sidewalk level which permits window-shoppers to stand close without the danger of their accidentally



Include Fort Madison In Your Vacation Plans

If your vacation route takes you through or near Fort Madison, arrange to stop for a few days. It won't cost you a cent and you'll leave richer for having been here. Sound good? Here's how it works...

We know that oftentimes it's difficult for you or your sales people to be away from your store during the busier winter months. Most of you, however, take a vacation (or hope to) sometime during the summer, and you'd probably be overjoyed to be given the opportunity to extend it a few days without incurring any extra expense. So, if you are planning to be in our vicinity, make it a point to stop here. You see, our Sales Training School will remain open through the summer months so that you can attend. Classes are scheduled to begin on these days:

June 20
July 25

August 8
August 22

Starting at 8 o'clock on Monday morning and ending Wednesday afternoon, each class gives you three days of intensive study of all phases of salesmanship as it applies to selling writing instruments and supplies. You'll also take a trip through our factories at Fort Madison and Mt. Pleasant, Iowa, to see just how the pens you sell are made.

Worthwhile

We guarantee you it will be well worth your time. You'll go back to your store refreshed from your vacation and better equipped to go after the pen business from the few days spent with us.

Think it over. Come yourself, and arrange for your sales people to come too. Remember, while you're here, you won't have to spend a cent. Interested? Just drop us a line a couple weeks in advance telling us which class you'd like to attend. We'll do the rest.

HERE ARE YOUR TOUCHDOWN--BACK-TO-SCHOOL MATS

USE THEM NOW TO TIE-IN WITH OUR NATIONAL ADVERTISING

Our nation-wide advertising program on the new TOUCHDOWN pen is about to begin, and "Back-to-School" buying days follow closely on its heels. You'll want to ride along with our program on both of these promotional events, and the logical way to derive the greatest benefits from them is to link your advertising with ours.

Use Mats Frequently

Shown here are a number of popular-size newspaper ads in mat form—small enough to permit frequent insertions, and large enough to call the reader's attention easily to the Sheaffer name, the merchandise, its features, and most important to you, that the merchandise illustrated can be found in your store. Furthermore, the hand and pen, our symbol for TOUCHDOWN, the descriptive line "Easiest pen in the world to fill" and the "Back-to-School" devices all appear in our national ads. Readers, seeing your ads, will associate these symbols with their earlier impressions, and, quite logically, will note that the TOUCHDOWN, for example, is on display in your store. Action-impelling copy will bring these potential buyers to your store where they'll do you the most good.

Drops-Ins

In addition to the one and two-column mats, we have available a separate group of drop-in mats featuring individual merchandise items. You'll recall seeing the complete series in a former issue of the paper as Ad Mat No. 4906. To these we've added a two-column TOUCHDOWN drop-in mat No. 4924 illustrated below. Use it in combination with the merchandise drop-ins mentioned above when building your own TOUCHDOWN ads.

Line Drawings

The illustrations for these mats are all line drawings. There are no wash drawings or halftone effects included. This means that the mats will reproduce well regardless of the kind of paper stock used and the results will always be clear and clean cut.

Ask for these mats when you place your order for "Back-to-School" merchandise.

STORE NAME STUDENTS...

Start School "Write"

SHEAFFER'S SENTINEL ENSEMBLE—Choice of advanced students. Pen, \$15.00; Pencil, \$5.00. Complete in leather-grained case, \$20.00; no fed. tax. Smart color choice.

at STORE NAME SHEAFFER'S TOUCHDOWN

NEW... DIFFERENT... BETTER in every way!

It's a pleasure to present Sheaffer's new Touchdown, for this is the pen you've always hoped to own. The easiest pen in the world to fill, Touchdown also gives you the smoothest-writing satisfaction you've ever experienced. Truly a better pen in every perfectly-performing feature! Touchdown can't be matched at any price, yet you can own one for as little as \$10.00.

See Sheaffer's TOUCHDOWN at Store Name

Easiest pen in the world to fill!

Because it's our policy to feature the finest, we want you to share the excitement of Sheaffer's thrilling new Touchdown Pen! A single, effortless down-stroke empties, cleans, refills completely without mess or bother. And the smooth-writing glide of the massive 14K gold point gives you writing pleasure you've never known before! A dozen finer ways, you'll find Touchdown superbly better... the pen you've always hoped to own. Prices start at only \$10.00.

STORE NAME Student Supply Headquarters

SHEAFFER'S TUCKAWAY ENSEMBLE—Fattie, fountain size for purse or pocket. Pen, \$10.00; Pencil, \$3.00. Complete in leather-grained case, \$13.00; no fed. tax. Sparkling colors.

STORE NAME

SHEAFFER'S ADMIRAL ENSEMBLE—Outstanding quality choice, \$5.00; Pencil, \$2.00. Complete in leather-grained case, \$7.00; no fed. tax. Choice of colors.

SHEAFFER'S NEW TOUCHDOWN PEN—Easiest Pen in the World to Fill

STORE NAME

Dealer Ad Mat No. 4920

Store Name featuring...

A NEW CAMPUS FAVORITE

See SHEAFFER'S TOUCHDOWN

Store Name

Dealer Ad Mat No. 4919

Store Name featuring...

A NEW CAMPUS FAVORITE

SHEAFFER'S TOUCHDOWN

Store Name

Dealer Ad Mat No. 4923

Now at STORE NAME

NEW... DIFFERENT... BETTER in every way!

See SHEAFFER'S TOUCHDOWN

Easiest pen in the world to fill!

Never have we been able to present a fountain pen with so many exciting, completely satisfying features! Sheaffer's new Touchdown is instantly complete—at a single light down-stroke—at the massive 14K gold point—smoothly floats across paper, smoothly and easily... in the exact style to fit your writing character! Stop in and try Touchdown today. Prices start at a modest \$10.00.

SHEAFFER'S SENTINEL ENSEMBLE—Choice of advanced students. Pen, \$15.00; Pencil, \$5.00. Complete in leather-grained case, \$20.00; no fed. tax.

STORE NAME

Dealer Ad Mat No. 4918

SHEAFFER'S STATESMAN THREE-DOME—A writing instrument for every student! Fountain pen, \$10.00; Pencil, \$4.00. Complete in leather-grained case, \$14.00; no fed. tax. Five new colors.

SHEAFFER'S CRAFTSMAN ENSEMBLE—Writing fountain pen, \$10.00; Pencil, \$4.00. Complete in leather-grained case, \$14.00; no fed. tax. Choice of colors.

See SHEAFFER'S NEW TOUCHDOWN

NEW... DIFFERENT... BETTER in every way!

Easiest pen in the world to fill!

Drop-In Mat No. 4924

SHEAFFER'S ADMIRAL PEN—A pen to please any student. Choice of colors. \$5.00.

SHEAFFER'S ADMIRAL ENSEMBLE—Writing fountain pen, \$10.00; Pencil, \$4.00. Complete in leather-grained case, \$14.00; no fed. tax. Choice of colors.

SHEAFFER'S STRIP—Washable up, permanent ink, long-lasting. Cartridge, \$1.00; Ink, \$1.00. Complete in leather-grained case, \$2.00; no fed. tax.

See SHEAFFER'S NEW TOUCHDOWN PEN—Easiest Pen in the World to Fill

Now at STORE NAME

Dealer Ad Mat No. 4921

Prices shown in these mats are effective in the United States only. Canadian and Foreign prices can be inserted by your local newspaper.